

**REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending application. The Office Action dated June 13, 2007 has been received and its contents carefully reviewed. Applicants appreciate the indication by the Examiner that claims 7-11, 14-18, 20-28, and 30-33 recite allowable subject matter.

Claims 1-4, 6, 12, 13, 19, and 29 are rejected by the Examiner. With this response, claims 1, 7, 22, and 29 are hereby amended. No new matter has been added. Accordingly, claims 1-4, and 6-33 are currently pending. Reexamination and reconsideration of the pending claims is respectfully requested.

In the Office Action, claims 1-4, 6, 12, 13, 19, and 29 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Applicants' Related Art (hereinafter "ARA") in view of U.S. Patent No. 6,628,261 to Sato et al. (hereinafter "Sato").

The rejection of claims 1-4, 6, 12, 13, 19, and 29 under 35 U.S.C. § 103(a) as being unpatentable over ARA in view of Sato is respectfully traversed and reconsideration is requested. Applicants submit that ARA and Sato analyzed singly or in combination, do not teach the combined features of claims 1-4, 6, 12, 13, 19, and 29.

Independent claim 1 recites a liquid crystal display device having a combination of including "a switch controller coupled to the sampling switch array and the control chip, wherein the switch controller alternately applies a first turn on pulse having a first absolute value and a second turn-on pulse having a second absolute value to the sampling switch array in accordance with a polarity of the video signals applied from the control chip, and wherein the first absolute value is different from the second absolute value." Applicants submit that ARA and Sato, singly or in combination, do not teach at least "wherein the first absolute value is different from the second absolute value." Accordingly, Applicants submit that claim 1 is allowable over ARA and Sato for at least this reason.

Applicants note that claims 2-4, 6, 12, 13, and 19 depend from claim 1 and that each includes all of the limitations of claim 1. Accordingly, Applicants submit that claims 2-4, 6, 12,

13, and 19 are each allowable over ARA and Sato at least because of their dependencies and for the reasons given for claim 1.

Independent claim 29 recites a method of driving a liquid crystal display device having features including, for example, “alternately applying a first turn-on pulse or a second turn-on pulse to each of the switches to turn on the switches sequentially and applying the video signals to the data lines connected to the turned on switches, wherein each of the first turn on pulse and the second turn on-pulse includes a corresponding voltage change from a first voltage value that is one of a voltage drop or a voltage rise from a first voltage value, the magnitude of the voltage change for the first turn-on pulse having a different size than the voltage change for the second turn-on pulse.” Applicants submit that ARA and Sato, analyzed singly or in combination, do not teach or suggest at least the above-quoted combination of elements recited in claim 29, and that accordingly, claim 29 is allowable over ARA and Sato for at least this reason.

With respect to the objections to claims 7-11 and 14-18, claim 7 has been amended into independent format, reciting all of the limitations of the intervening base claims. Accordingly, Applicants submit that claim 7, and claims 8-11 and 14-18 depending from claim 7 are each allowable.

With respect to the objections to claims 20-28 and 30-33 as depending from a rejected base claim, Applicants note that these claims depend respectively from claims 1 and 29, and submit that claims 1 and 29 are allowable at least for the reasons discussed above. Accordingly, Applicants submit that claims 20-28 and 30-33 each depend from an allowable base claim.

With respect to the objection to claim 29, claim 29 has been amended as suggested by the Examiner, and applicants respectfully request that the objection to the claim be withdrawn.

Applicants believe the foregoing amendments and remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to

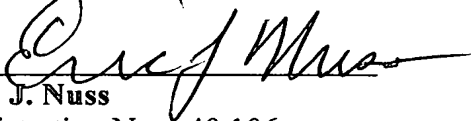


discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Dated: September 7, 2007

Respectfully submitted,

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